

## **Political Disclosure for the General Election for WWRC-FM 9/9/2016 to 11/8/2016**

WWRC-AM sells advertising time within specific day parts. Day part purchases of advertising time receive high priority and will not be pre-empted. The specific day parts are 6:00AM to 10:00AM, 10:00AM to 3:00PM, 3:00PM to 8:00PM and 8:00PM to Midnight.

WWRC-AM sells advertising time based upon Best Time Available or BTA. These schedules are placed between 6:00AM and 7:00PM or 6:00AM and Midnight. These commercials will not be pre-empted during a specific scheduled day; however, there is no guarantee of rotation within the specific dayparts. Placement is subject to availability. For example, six (6) commercials purchased to run 6:00AM to 7:00PM are not guaranteed to run two (2) in morning drive, two (2) in midday and two (2) in afternoon drive. They will be placed in the best available positions within that the 6:00AM to 7:00PM time period. This is also true with a 6:00AM to Midnight rotation.

WWRC-AM sells advertising time based upon Run of Station or ROS. These schedules are placed 6:00AM-Midnight that afford the least expensive rates on the stations. There is no guarantee of placement within day parts or specific days within the schedule.

WWRC-AM sells advertising in specific day parts and may provide bonus commercials in extended day parts or alternative days. These will be indicated with an asterisk on the political rate card.

WWRC-AM sells advertising time at the Lowest Unit Charge (LUC) to qualified political candidates who makes "use" of the station-i.e. The candidate appears in a positive manner within the commercial and is identified or readily identifiable.

**Advertisements from Section 527 groups are not from a candidate or candidates authorized committee and do not qualify for the lowest unit charge.**

Information is available upon request from Tom Moyer, Station Manager at (703) 807-2266.